LEO BURNETT U.S.A.
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Merit Solving Smoker Dilemma.

'Enriched Flavor' breakthrough ends search for "low tar, good taste" cigarette.

For years, smokers had to choose between real tobacco flavor or low tar.

Until MERIT.

Until a breakthrough in tobacco science resulted in a way to *boost natural tobacco flavor without the usual corresponding increase in tar.*

The result was 'Enriched Flavor' tobacco.

MERIT and MERIT 100's were packed with this special tobacco. And taste-tested against a number of higher tar cigarettes.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug. '77.
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MERIT
Kings & 100's

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